

Robimy Moodle'a w balona

cz. 4

Losowanie „zestawów” pytań

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Taka sytuacja...

- Zestaw tekstów/filmów/itp.
- Do każdego z nich zestaw pytań
- Losowanie zestawów?

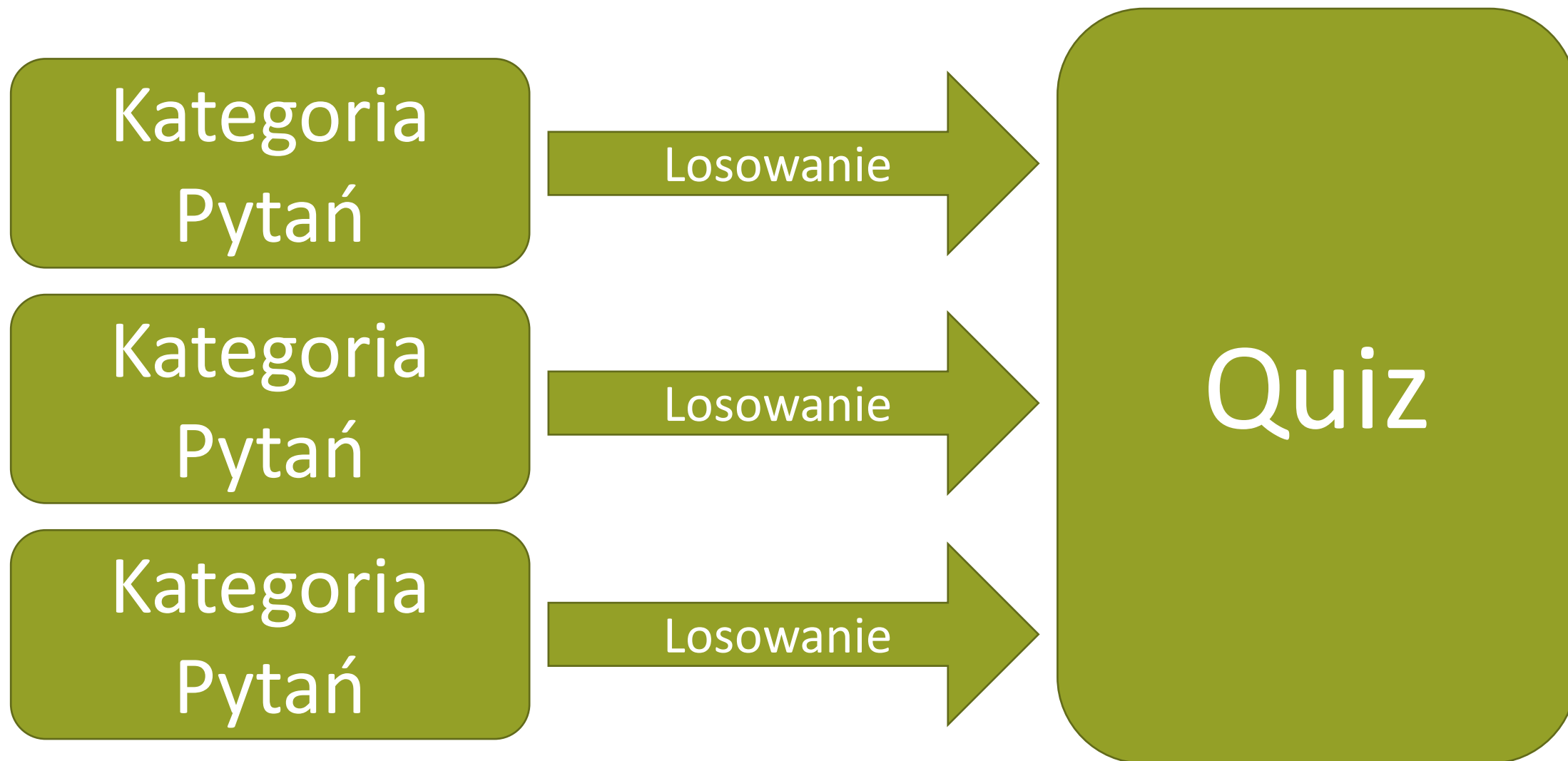


Bank
Pytań

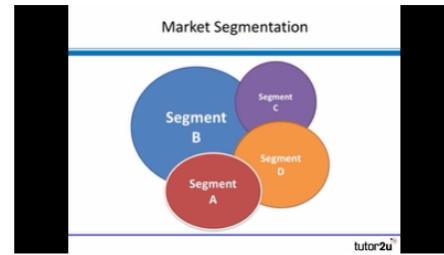
Losowanie

Quiz





Watch the video about Segmentation - Targeting - Positioning and answer the questions below.



Question 1

Not yet answered

Marked out of 1.00

Flag question

The following are all potential benefits of effective product differentiation – except which one?

Select one:

- a. adds more value
- b. lowers the selling price
- c. protects and builds a brand
- d. source of competitive advantage

Question 2

Not yet answered

Marked out of 1.00

Flag question

A key requirement for successful product differentiation is that:

Select one:

- a. the points of differentiation are easily copied by competitors
- b. the product does not have a USP
- c. target customers cannot afford the product
- d. the product delivers things that are important to customers

Question 3

Not yet answered

Marked out of 1.00

Flag question

Which of these is an example of behavioural segmentation?

Select one:

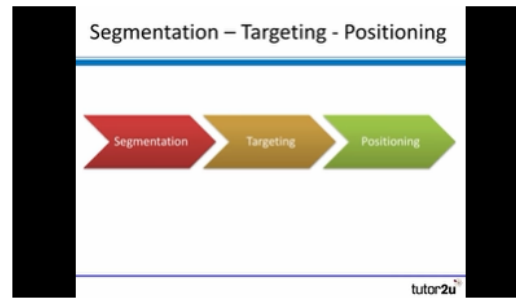
- a. a fast-food chain expands by opening new outlets in three nearby towns
- b. a tour operator launches a new brochure targeting retired couples



Question 1

Not yet answered Marked out of 3.00

Watch the video about Segmentation - Targeting - Positioning and answer the questions below.



Question 1

The following are all potential benefits of effective product differentiation - except which one?

- lowers the selling price
- adds more value
- protects and builds a brand
- is a source of competitive advantage

Question 2

A key requirement for successful product differentiation is that:

- target customers cannot afford the product
- the product does not have a USP
- the product delivers things that are important to customers
- the points of differentiation are easily copied by competitors

Question 3

Which of these is an example of behavioural segmentation?

- a fast-food chain expands by opening new outlets in three nearby towns
- a luxury brand introduces its most expensive product to date



Dziękuję

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